THE MINISTER OF TOURISM AND CULTURE (SHRIMATI AMBIKA SONI): (a) Yes, Sir. Government proposes to create an intergrated bibliographic database of the National Library, Kolkata, Central Secretariat Library, New Delhi and other major Libraries.

(b) Towards this end, electronic bibliographical database is being created as select Libraries which will be subsequently linked.

(c) The said project of retro-conversion of existing catalogues of selected Libraries is anticipated to cost around Rs. 10.00 crore during the Tenth Plan.

(d) The project is in its preliminary stage.

Inflow of foreign tourists

4076. SHRI S. ANBALAGAN: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government are aware that the country attracts very less foreign tourists than its actual potential;

(b) if so, the details of the foreign tourists visited the country during each of the last three years alongwith the details of the neighbouring countries including China; and

(c) the steps proposed to be taken by Government to attract more foreign tourists to the country and the target fixed for the purpose?

THE MINISTER OF TOURISM AND CULTURE (SHRIMATI AMBIKA SONI): (a) With India's vast bounties of nature; its great treasures of art, architecture and philosophical thought; its rich cultural heritage; its rural countryside and wildlife, and practices of Yoga, Siddha, etc., it is generally felt that the present level of foreign tourist arrival to India is much below its potential.

(b) Details of estimated foreign tourist arrivals to India as also few of its neighbouring countries, including China during the last 3 years are as follows.:—

(In Million)

Country	Year		
	2003	2004	2005
India	2.73	3.46	3.92
China	32.97	41.76	47.11
Pakistan	0.50	0.65	N.A.
Sri Lanka	0.50	0.57	0.57
Nepal	0.34	0.36	0.35
Indonesia	4.47	5.32	4.85
Maldives	0.56	0.62	0.38
Myanmar	0.21	0.24	0.23
Singapore	5.71	NA.	N.A.
Thailand	10.00	11.65	11.00
Hongkong	15.54	21.81	23.40

N.A.: Not Available

(c) While no targets of foreign tourist arrivals are fixed by the Government, the steps taken by the Government in recent time to attract more foreign tourists of India include:—

- Development of tourist spots under its various schemes of infrastructure development for tourist circuits and destinations;
- Focusing on growth of hotel infrastructure particularly budget hotels;
- Enhancing connectivity through augmentation of air capacity and improving road infrastructure to major tourist attractions;
- Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign;

- Creation of World Class Collaterals;
- Centralized Electronic Media Campaign;
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas;
- Greater focus in the emerging markets particularly in the region of China, North East Asia and South-East Asia;
- Participation in Trade Fairs & Exhibitions;
- Optimize Editorial PR and Publicity;
- Use of Internet and web marketing;
- Generating Tourist Publications; and
- Re-inforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Visit of Cultural Delegation to Pakistan

4077. SHRILALIT SURI: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether an Indian Cultural Delegation recently visited Pakistan;

(b) if so, the nature of talks held by the delegation with representatives of the Government of Pakistan; and

(c) the action taken/proposed to be taken to implement the decisions taken during the talks?

THE MINISTER OF TOURISM AND CULTURE (SHRIMATI AMBIKA SONI): (a) An official Indian delegation, led by Secretary (Culture), visited Pakistan from July 26-27,2005 for the 2nd Round of Technical Talks on Promotion of Friendly Exchanges under the parameters of Composite Dialogue between the two countries.